AUG 13 1925 /

OCIL 21720 C

IN THE NAME OF LOVE

Photoplay in six reels

From the play THE LADY OF LYONS by Bulwer Lytton

Directed by Howard Higgin

Author of photoplay (under Sec. 62) Famous Players Lasky Corporation of the U. S.

PARAM

"IN THE NAME OF LOV

with Ricardo Cortez, Greta Raymond

From the play, "The Lady of Screen play by Directed by Ho

ard Higgin A Paramou

AUG 13 1925

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PURPOSE: To Help You Se

issen, Wallace Bee

ada Cowan

Picture

"In the Name of Love" Is Richly With A Strong Vein of Con

FILM-FACTS

Featured Players

A quartet of film favorites whose combined fan following runs into millions:

RICARDO CORTEZ—one of the few real silver sheet idols of the present day; handsome, magnetic and an accomplished actor.

GRETA NISSEN—the new sensational screen scintillant; a bewitching mixture of youth, beauty, brains, art and personality.

WALLACE BEERY—the man you love to hate; a good portrayer of bad man roles; a villain with a comedy complex.

RAYMOND HATTON—a character actor par excellence who provokes humor and hisses with equal facility; Beery and Hatton—a team supreme!

Director

Howard Higgin who makes his directorial debut with this production; for many years a scenario writer of note; familiar with every phase of the business; chockful of ideas and able to translate them into entertainment values.

Author

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Type of Story

A modern romance-idyll of a boy and girl, childhood sweethearts. It begins in a picturesque provincial town in France and endures on the part of the boy during the intervening years that he spends in America, but fades on the part of the girl who remains in France and grows up to be wealthy and snobbish. And then comes the ingenious attempt of the boy to win the girl back.

Interiors and exteriors are authentic and magnificently impressive. Notably the home of Greta Nissen in France is most pretentious and marvelous for detail.

Gowns

Miss Nissen wears some adorable creations designed by Travis Banton, the famous fashion expert brought from Paris by Mr. Lasky. Banton also designed the gowns worn in this picture by Miss Leighton and Miss Chapman.

Comedy

The comedy motif is furnished by Lillian Leighton as the overdressed, newly-rich mother. Sparkling bits are interpolated by Beery and Hatton in THEY PROVE ALL IS FAIR "IN THE NAME OF LOVE" AT RIALTO



Production Mat 1PA

R OMANTICISTS will revel in the feature the Rialto is offering this week. "In the Name of Love" is its romantic title; Ricardo Cortez and Greta Nissen are the romantic lovers; and a wonderfully realistic provincial French background is the romantic setting for the romantic

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picture by her capital performance as Greta's over - dressed newly - rich mother. Edythe Chapman and Richard Arlen round out a brilliant cast.

"In the Name of Love," which Howard Higgin directed, is based on Sada Cowan's adaptation of Bulwer-Lytton's romance-idyll, "The Lady of Lyons," which was famous in the last century on two continents as one of the great stage successes. As the story unfolds on the screen, one the story unfolds on the screen, one can readily understand why it has remained, even in our modern day, one of the enduring love-classics.

Reduced to its skeleton outline, the plot deals with the ingenious efforts of Cortez to recapture the love of Miss Nissen, who had been his childhood sweetheart. When the former returns to France after having gone through a ten years process of Americanization, he finds that the girl he left behind has been metamorphosed into a proud and haughty heiress, socially ambitious to marry

With the courage born of desperation, the young lover decides upon a bold stroke—nothing less than to impersonate the Prince of Como, reported as traveling in France, in-cognito. The masquerade succeeds in so far as fooling the girl is concerned, but unexpected developments h threaten disserrous

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N PICTURIZING, under the ti Lytton's famous love-classic Lyons," Paramount brings to the stories ever told.

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Skilfully adapted by Sada Cow ard Higgin, who makes his direct "In the Name of Love" stands ou as a photoplay and power—a picture of rapture s romance and high-hearted youth and sparkling comedy. high-hearted youth and sparkling comedy.

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RAMOUNT

Anything in This Press Sheet May Be Reprinted

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Screen play by ada Cowan
Directed by H and Higgin A Paramon Picture

SE: To Help You S

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Is Richly-Mounted Romance n of Comedy and Invincible Cast

A PRINCE OF ACTORS

AS AN ACTOR-PRINCE

IN DE LUXE ROMANCE

m Favortes Include rtez, Greta Nissen, Vallace Beery and Raymon Hatton

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Synopsis

Production Mat 1PB R.H., the Prince of Wales, had Hetter look to his laurels; Ricardo Cortez has gone into the Prince business!

Admirers of this popular Paramount player are certain to hail his latest role in the new comedy-ro-mance, "In the Name of Love," open-ing Sunday at the Rialto, as the finest characterization of his meteoric career.

The portrayal is that of an Americanized Frenchman who impersonates the Princs of Como, and his Latin features lend themselves well to this colorful part, while his handsome face and manly physique,

sonalities.

The theme in the story, based on Sada Cowan's modernized version of Bulwer-Lytton's famous play, "The Lady of Lyons," Illustrates the truth of that old a age, "absence makes the heart grow fonder."

After ten years in America, Cor-tez returns to his birthplace in France with the happy prospect of marrying his childhood sweetheart who had promised to wait for him. Alas for love's young dream! He as for love's young dream! discovers that she has - become wealthy, snobbish, and ambitious to marry a title.

Desperation, at first, finally gives way to inspiration, with the result that Cortez decides to masquerade as a Prince. How the deception is carried out, the complications that ensue and the climax that develops when the trick is exposed are all dramatically and thrillingly depicted.

Greta Nissen, the new ravishing screen beauty, has the leading fem-inine role, while Wallace Beery and Raymond Hatton, in the other two featured parts, prove their versatility by combining comedy and villainy in masterful style.

Howard Higgin, a newcomer in the directorial ranks, has reason to feel mighty proud of his initial effort. and luxuriously mounted

PUTTING IT

The title of this picture, its story, its backgrounds and its personalities contain much that is worth while for exploitation purposes. The suggestions outlined in this column offer a variety of ways and means for bringing "In the Name of Love" forcefully to the attention of the general public. Slogan: Dedicated to the sweethearts of the world.

CONTEST—turn to page 3 in this pressbook for details of popular contest entitled "What would you do IN THE NAME OF LOVE"?

Teasers-What would you do IN THE NAME OF LOVE?

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Is everything fair IN THE NAME OF LOVE! What has been done IN THE NAME OF LOVE?

Tie-ups-window tie-ups on every kind of article that a man can buy his wife or sweetheart. Have a card reading: "IN THE NAME OF LOVE, give her chocolates," or whatever the product is. The title lends itself readily to a merchants newspaper ad tie-up page, each ad starting of-with the line IN THE NAME OF LOVE.

Stunt-send inexpensive bouquets to as many as possible of the most prominent women of the town and tip off the newspaper men to the stunt. Just enclose a card with each one reading: "IN THE NAME OF LOVE" (handwritten). Leave it to the newspaper boys to get a good story out of this

Get the local bookstores and libraries to make a special display of love novels, with a card reading: 'All these stories are IN THE NAME OF LOVE."

Lobby display-pick out of the daily papers over a period of a week or two weeks all new accounts of happenings that have been instigated IN THE NAME OF LOVE. Paste all these items on a large sheet of paper, mount on cardboard or beaver board and display it in your lobby during run of the picture.

"Greta Nissen" Party-Greta Nissen, the new sensational screen discovery, who plays the leading feminine role in the picture, is one of the most

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Comedy

The comedy motif is furnished by Lillian Leighton as the overdressed, newly-rich mother. Sparkling bits are interpolated by Beery and Hatton in their own inimitable style.

Highlights

The production bristles with punch scenes, which are skilfully balanced with light comedy moments as well as with the purely romantic sequences.

One of the exciting moments is the fight scene between Cortez, Beery and Hatton, ending with Beery taking a backward plunge down a long flight of stairs, a stunt attended with considerable

Another risky exploit is indulged in by Miss Nissen who takes a terrific fall over a log while riding a spirited horse along a bridal path with Cortez

The reception in the salon when Miss Nissen's engagement is announced is a beautiful scene. Hundreds of players appear in this sequence, each a type. It's a dazzling display of feminine loveliness, glittering gowns, smart military uniforms, amid most luxurious settings.

The wedding ceremony is notable not alone for its lavishness but for its accuracy as to detail.

The plotting in the tavern is a clever episode with Cortez, Beery and Hatton at their best.

The climax is exceptionally thrilling, showing Miss Nissen's brother trying to kill Cortez and how his life is saved by the girl's quick action.

Cameraman

C. Edgar Schoenbaum, whose photography is one of the worthwhile features of the picture.

Appeal

"In the Name of Love" is de luxe entertainment. Everything the average picture-goer looks for when he or she visits the theatre has been packed into this photoplay. One of the greatest love stories ever written, romance, heart-throbs, consummate acting, superb direction, lavish staging, beautiful photography, colorful backgroundsnow honestly, what more could any one want?



Production Mat 1PA

R OMANTICISTS will revel in the feature the Rialto is offering this week. "In the Name of Love" is its romantic title; Ricardo Cortez and Greta Nissen are the romantic lovers; and a wonderfully realistic provincial French background is the romantic setting for the romantic

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tion, the young lover decides upon a bold stroke—nothing less than to im-personate the Prince of Como, re-ported as traveling in France, incognito. The masquerade succeeds in so far as fooling the girl is concerned, but unexpected developments pile up which threaten disastrous results for a time though eventually they lead to a thrilling and happy ending.

Romance Vies With Comedy in Paramount Love-Classic

Romance and royalty, comedy and complications, rich drama and rare thrills, combine to make "In the Name of Love" the type of stimulating and refreshing entertainment that dazzles the eye with its glow-ing beauty and grips the emotions

with its heart-warming love story.

There is something fundamentally appealing about a lover who triumphs over all obstacles and wins the girl of his heart, which explains why a first night audience yesterday at the Rialto, where this Paramount picture had its initial showing, heaved a happy sigh of relief when Ricardo Cortez carried Greta Nissen across the threshhold of his home to show that all his troubles were at end.

"In the Name of Love" presents a romantic theme with colorful atmos-phere and elaborate settings. The story was adapted by Sada Cowan from the internationally famous play "The Lady of Lyons" by Bulwer-Lytton, and has for its picturesque background a little French town.

The plot hinges on the dramatic ad comic situations that follow when Cortez enters into a conspiracy with Wallace Beery and Raymond Hatton to masquerade as a Prince in order to teach the socially snobbish Miss Nissen a well-deserved lesson.

Cortez carries his role with a style and courtliness that makes his characterization a convincing one. Greta acterization a convincing one. Nissen proves that she is as talented as she is beautiful. And Beery and Hatton lighten their villainy with delightful humor. The direction is all that it should be and reflects great credit on Howard Higgin who wielded the megaphone.

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Determined to win her, Raoul, after buying a ga down in the village, decides to voo the girl with identity, and bombards her with flowers, letters

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Meanwhile the real Prince of Como arrives in hastily escapes with his bride to his mother's hon Marie the truth-that he is not the Prince of Con of the garage. A bitter scene follows in which the unmercifully, finally rushing to her bedroom and Here she overhears Raoul confessing the whole st

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Production Mat 1PB

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Howard Higgin, a newcomer in the directorial ranks, has reason to feel mighty proud of his initial effort. Richly mounted and luxuriously staged, "In the Name of Love" ap-peals to the eye as well as the heart.

"In the Name of Love" Coming to the Rialto

Romance, brightened with humor, charmingly served up by a stellar cast of favorites, and set midst magnificent surroundings, is what film-goers may except to see when they visit the Rialto next week, where a new Paramolnt production, "In the Name of Love," will be the chief film piece de resistance.

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The story is a brilliant adaptation by Sada Cowan of Bulwer-Lytton's sparkling love-classic, "The Lady of Lyons," and was produced under the direction of Howard Higgin. "Ricardo Corte Carte Carte Nicson Walles Beary Cortez, Greta Nissen, Wallace Beery and Raymond Hatton are the quartet of featured players.

The early development of the plot finds Cortez returning to his native France after many years of residence in America. Not love of country but love of a girl, his pretty boyhood sweetheart, has drawn the thoroughly Americanized Frenchman back to the provincial town where he was

Disillusionment follows when he discovers that the passing years have changed Greta from a lovable, unaf-fected personality to a wealthy and snobbish beauty, whose social ambitions are centered on marrying a Tempted at first to leave, he finally decides to stay and win her

love back.

Needless to say he does that very thing, and it is the means he uses to accomplish his object-by masquerading as the Prince of Como-that provide most of the thrills and

The advantage of quaint back-grounds, lavish settings and the dazzle and splendor of gorgeous gowns and royal trappings help to make "In the Name of Love" one of photoplays of the season.

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Lobby display—pick out of the daily papers over a period of a week or two weeks all new accounts of happenings that have been instigated IN THE NAME OF LOVE. Paste all these items on a large sheet of paper, mount on cardboard or beaver board and display it in your lobby during run of

"Greta Nissen" Party-Greta Nissen, the new sensational screen discovery, who plays the leading feminine role in the picture, is one of the most beautiful girls now playing in the movies. And that suggests a little stunt. In every town there is usually one large store or factory employing a lot of women. Let the employees of this store choose from amongst themselves the twelve prettiest girls, and have them as special guests on a certain night during the run of the picture. Call it "Greta Nissen's Party," give each one a specially autographed photo of Miss Nissen, and if possible, some inexpensive gift, to be donated by the owners of the store. The chances are the other employees will turn out en masse on that night, and you'll have a full house.

Ballyhoo-dress a fellow and girl in the costume of a bridegroom and bride and have them march about the streets, preceded and followed by a boy, each one carrying a banner reading: "We are on our way to the Rialto, IN THE NAME OF LOVE!

Banner display-a special banner has been made on this production, which you can use in a variety of ways. Hang it up in your lobby with a-sign over it reading: "In the name of entertainment, see" or put one on each side of a truck or car and send it around town.

Inasmuch as the action of the story takes place in a little French town, and the characters are all French, it would be appropriate to offer through the newspaper or your theatre program a pass to any French girl in town who writes a letter in French asking for it.

Poetry contest-offer prizes (what you can afford) for the best limericks or jingles in which the title IN THE NAME OF LOVE is used.

Mail Campaign-there is a beautifully colored herald on this picture which you can mail out in the most colorful and entertaining envelopes. On the face of the envelopes stamp "Open this envelop IN THE NAME OF LOVE.



FILL THAT SPACE WITH A HARAI

IN THE NAME OF LO



RICARDO CORTEZ GRETA NISSEN

1925 version of Bulwer Lytton's famous play "The Lady of Lyons."

The screen's most beautiful blonde, Greta Nissen, lovelier than in "Lost-a Wife." The screen's most dynamic lover, Ricardo Cortez, in his finest love role. And Beery and Hatton funnier than in "Adventure."

> Screen play by Sada Cowan Directed by Howard Higgins

a Paramount Picture

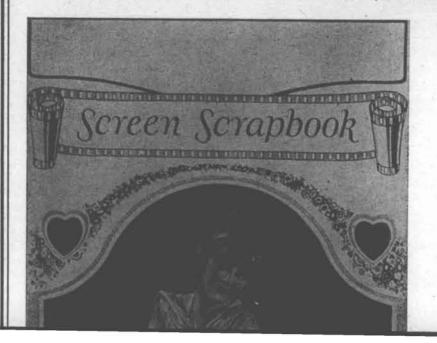


N KNOW UR NAME

Four-column Newspaper Advertisement 4A

Greta Nissen, Ricardo Cortez Raymond Hatton, Wallace Beery a Paramount Picture

3' x 10' Colored Banner-\$2.00 Each



Four-Page Roto Mas azine

To the left is illustrated the cover of th Roto Magazine on this production. Actual size

If you haven't yet used Paramount Roto **I**agazines, here's the place to start. Ask your local Ad Sa to tell you about their wonderful exploitation and to explain how you can get your local n buy space on the back page to reimburse y investment. Thousands of exhibitors are all this.

You get them at actual cost-\$7.50 per 1.0

four-page is 11 x 17

Manager sibilities, chants to for your dy doing

HA RARAMOUNT NEWSPAPER AD!







Two-column Production Mat 2P



One-column Press Ad 1A



The story of a girl who was tricked into marriage with the man she had tricked in love.

One of the new Greater Forty Paramount Pictures.

Two-column Press Advertisement 2A

THEATRE



I S IT right to deceive your sweethear

See this throbbing romance, featuring Ricardo Cortez, Greta Nissen, Wallace Beery and Raymond Hatton.

One-column Press Ad 1AX

Roto Magazine

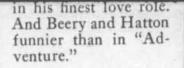
ated the cover of the four-page roduction. Actual size is 11 x 17

Ask your local Ad Sa sibilities, can get your local n page to reimburse your of exhibitors are all ady doing

And She Called It Love!

The love story of a lovely lady who played in the game of love—but didn't play according to Hoyle.





Screen play by Sada Cowan Directed by Howard Higgins

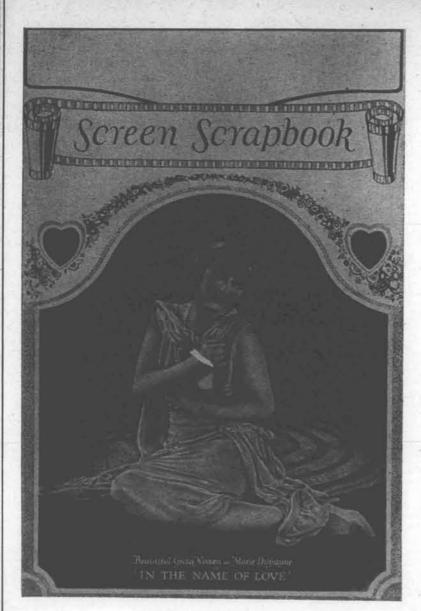
A Garamount Gicture

Four-column Newspaper Advertisement 4A

Greta Nissen, Ricardo Cortez Raymond Hatton Wallace Beery

a Paramount Picture

3' x 10' Colored Banner-\$2.00 Each





Two-column Supplementary Press Ad 2ASX

Four-Page Roto Mag

To the left is illustrated the cover of the Roto Magazine on this production. Actual size inches.

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You get them at actual cost-\$7.50 per 1,0



SHE thought she had married a millionaire nobleman, but he was only masquerading—In the Name of Love!

Dazzling beauty and gorgeous thrills; rapid action and sure-fire comedy.

Brilliantly acted by a cast of well-known players.

with Co

Greta Walls

Raym

RIALTO THEAT

Two-column Supplementary Press Ad 2

azine

four-page is 11 x 17

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Cortez lissen Beery

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Hatton



a Paramount **Gicture** ADOLPH ZUKOR AND JESSE L LASKY PRESENT THE NAME OF INVE

H.F. Jone eleration of the scason. The story of a girl who was tricked into marriage with the man she had tricked in love. One of the new Greater Forty Paramount Pictures.

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pplementary Press Ad 2

And She Called It Love!

RICARDO CORTEZ GRETA NISSEN WALLACE BEERY

RAYMOND HATTON



From the play "The Lady of Lyons" by Bulwer Lytton—Screen play by Sada Cowan—Directed by Howard Higgin

Three-column Newspaper Advertisement 3A



USE PARAMOUNT PUBLICITY IN

Wallace Beery Reforms In New Comedy-Romance

Most Villainous Deed Is Howard Higgin, Director, Savage Assault on Box of Chocolates

EXTRA! All about the metamor-phosis of Wallace Beery!

And the only reason, dear reader, ou haven't heard the newsboys shouting the above from every street corner is that metamorphosis is a little hard on the teeth, and besides, newsboys don't understand the meaning of words of more than one syllable.

But it's true, nevertheless. metamorphosis, a transformation— in plain English—a startling change has taken place in Wallace Beery. In Paramount's latest de luxe produc-tion. "In the Name of Love," now playing at the Rialto Theatre, the screen's most beloved "bad man" stands revealed as a villain—with a comedy complex!

For at least this one picture, the big, good-natured portrayer of "heavy" roles has reformed. Not only does he refrain from engaging in physical combat, but he even looks and dresses like a gentleman. In fact, his sartorial display is enough to make Beau Brummel turn over in his grave, green with envy. Instead of the rough, crude, homely clothes which have identified him in the past, he blossoms out in ultra-modern raiment-cutaway coat, high silk hat, spats, cane, and all the rest—a life size edition of "What the Well Dressed Man Should Wear."

And the simple explanation for these sudden changes in Beery's man-ners and personal appearance is that his part in this picture is that of a millionaire French brewer, who "buys" himself a title and poses as a count. Confidentially, his great dissipation is a savage assault on a box of chocolates!

box of chocolates!

"In the Name of Love" was produced by Howard Higgin from Sada Cowan's screen version of Bulwer-Lytton's world-famous stage success, "The Lady of Lyons." It is a gorgeous comedy-romance, with Ricardo Contact and Contact Nigary in the lead-Cortez and Greta Nissen in the leading roles, and Beery and Raymond Hatton as the principal featured

Ricardo Cortez Triumphs As "Prince" in Love Film

The question, "Is everything fair in love?" is convincingly answered by Ricardo Cortez in Paramount's ab-sorbing romance, "In the Name of Love," now showing at the Rialto Theatre.

This handsome and fascinating player shows you what happens when a garage keeper suddenly decides to masquerade as a Prince, in order to

win the love of a beautiful girl.

Cortez' impersonation of the bogus
member of royalty is the most colorful characterization he has ever por-trayed. His is easily the outstanding performance in the picture, although, in all fairness, it must be admitted that the other featured players ac-quit themselves with considerable distinction.

Greta Nissen, the lovely and tal-ented Norse screen "find," for whom Paramount entertains such high hopes, plays her role of the snobbish and wealthy heiress with a naturalness and skill worthy of a veteran. If this is a sample of what she can do, then she should go far.

Wallace Beery, of course, needs no introduction to film fans, but if you haven't seen him in this new production, you have a treat in store for yourself. For the Beery in "In the Name of Love" is quite a different Beery from the one you have been accustomed to seeing. Here he steps out in the serio-comic part of a millionaire French brewer, whose labori-ous efforts to act like a gentleman are extremely laughable.

Raymond Hatton is another versatile character actor who, as a penniless Marquis, vies with Beery for the hand of Miss Nissen. The sup-porting cast includes Edythe Chap-Lillian Leighton and Richard

Rose From Property Boy

The career of Howard Higgin, whose Paramount production, "In the Name of Love," at the Rialto this week, marks his debut as a director, reads like an Horatio Alger story. For this youthful producer of one of the current season's most delightful photoplays started in the

delightful photoplays started in the film business as a property boy.

Eight years ago, Higgin, then a gangling youth, journeyed to Hollywood, firm in the belief that the motion picture industry was waiting to welcome him with open arms. After weeks of fruitless haunting of the studios—weeks during which doors were slammed in his face with monotonous regularity—he came to the somewhat belated conclusion that he had been too optimistic. Apparantly the supply of ambitious young ently, the supply of ambitious young men in the film capital far exceeded

But with the enthusiasm born of an unquenchable spirit of determination he persisted in his efforts to break into the screen world until Fortune took pity on him and smiled.

Fortune took pity on him and smiled.

"My property boy has just quit because the work was too hard. If you want his job, come down and take it. But whatever you do, stop bothering me with telephone calls."

That was the rather terse and tother-point message Higgin received from a noted motion nigture direction.

from a noted motion picture director, one day, when his optimism was at its lowest ebb. Did he accept the property boy job? Nay, he grabbed it! The first picture he was assigned to included in the personnel of its cast Raymond Hatton, Lillian Leigh-

ton and Edythe Chapman.

Exactly eight years from the date he started on that picture Higgin had the satisfaction of celebrating the anniversary by directing on the same

anniversary by directing on the same "lot" the above-named players, who, with Ricardo Cortez, Greta Nissen and Wallace Beery make up the cast of "In the Name of Love." There's poetic justice for you!

During the intervening years Higgin grasped every opportunity that came his way and successively became a production manager and art director. Eventually he formed a scenario writing team with Sada Cowan, who, incidentally, is responsible for the adaptation of "In the Name of Love". His final promotion came when he signed a contract with Paramount that made him a full-fledged director.

The moral according to Higgin.

The moral according to Higgin, who possesses a whimsical sense of humor, is that "what is bound to happen will surely occur", and an odd door or two slammed in one's is not sufficient cause for discouragement.

Player Meets Danseuse and Realizes Ambition

Meeting Anna Pavlowa personally and conversing with the famous danseuse constitutes Greta Nissen's happiest experience since coming to Hollywood, according to the lovely Norse film player.

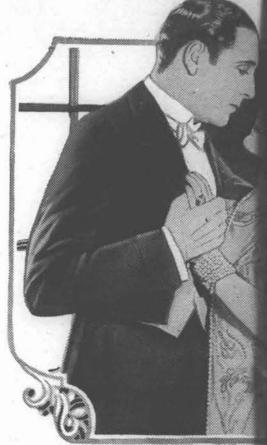
Miss Nissen first attracted attention in this country by her dancing and pantomime work in the original stage production, "Beggar on Horse-back."

During her many years of study at the Royal Opera in Copenhagen, she held Pavlowa as her ideal and looked forward to meeting her some day.

Recently, while the new Para-mount actress was making "In the Name of Love" under the direction of Howard Higgin, at the Hollywood studio, Pavlowa played an extended engagement in Los Angeles, and Miss Nissen was an eager and interested patron at every performance. She realized her ambition when, through mutual friends, she was introduced to the premier danseuse.

She Loves Danger!

The unmistakable pleasure deriv



A SCENE FROM THE PARAMOUNT

Three-colum

those worldly-wise, sophisti- | Lyons" offers cated souls who claim romance is dead and insist there is no such thing as true love in this modern day and materialistic age, we heartily recommend a visit to the Rialto Theatre where "In the Name of Love," a new and joyous Paramount picture, is now holding forth.

For this modern magnificent picturization of Bulwer-Lytton's world-famous stage success, "The Lady of

twentieth cer daring and r ing as were the fought for the

faire" in shin "In the Na central charac the handsom and Greta Ni snobbish hel

SSEN AND RAYM

Production Mat 3P

rious proof that the y youth is just as irceful in love-makknights of old who and of their "ladye suits of armor. of Love" has for its

s Ricardo Cortez, as out penniless lover, n, as the lovely but Cortez' scheme en by masquerading

Rialto Th Popular To Get Free

Love"?

For the best est answers to this agement of the R ing cash awards: 3rd prize-\$3. 1 seven next-best le of free tickets to

Here's the "wh

Ever since Ada men have done ficed all in the i several notable Mark Antony, San phine. Our own dence daily, tendi hasn't changed a Il-powerful, mot eings.

And now this ur en made the ba motion picture, e In the Name of week to the Rial

What Would You Do "In the N

Masquerades As Prince to Win a Bride

"In the Name of Love," Now De Luxe Romance, Pro Love Always Finds Way

THE Rialto Theatre takes great pleasure in announcing that, beginning next Sunday, it will present Paramount's brilliant, ultra-modern comedy-romance, "In the Name of Love," which Howard Higgin produced from Sada Cowan's colorful adaptation of Bulwer-Lytton's internationally famous love-classic, "The Lady of Lyons."

Lady of Lyons."

A flashing, sparkling story of spirited youth and rapturous romance is "In the Name of Love," which is "In the Name of Love," which swings from light, humorous, laughcompelling scenes to situations crammed with tense, emotional appeal and vivid, dramatic action. Superband vivid, dramatic actions of ly interpreted by a sterling cast of popular favorites, featuring the popular favorites, screen's most dynamic lover, Ricardo Screen's most dynamic lover, recards Cortez, the new, ravishing film beauty, Greta Nissen, and the inimitable comedy-villain duo, Wallace

mitable comedy-villain due, Wariace Beery and Raymond Hatton. The theme of the story deals in refreshing fashion with the ingenious attempt on the part of Cortez to win the love of Miss Nissen. Returning to his native France after ten years in America, Cortez discovers that Miss Nissen, his childhood sweetheart, has forgotten all about him, and has her heart set on marrying a title. Feeling that he has first

BLICITY IN THE NAME OF PROFIT!







CORTEZ GRETA SSEN AND RAYMOND HATTON IN E PARAMOUNT BETURE

Three-column Production Mat 3P

histi- Lyons" offers twentieth cent such daring and reday ing as were the fought for the tialto

y youth is just as irceful in love-mak-knights of old who and of their "ladye

rious proof that the as a Prince precipitates an amusing and thrilling series of situations Wallace Beery and Raymond Hatton add to the fun as a couple of rejected suitors.

faire" in shining suits of armor.

"In the Nam of Love" has for its central charact is Ricardo Cortez, as the handsome out penniless lover, and Greta Niss h, as the lovely but snobbish heires. Cortez' scheme to win Miss Nis en by masquerading the beauty of the production. The action of the story takes place against quaint French backgrounds, and this, coupled with the lavish scenic investiture Howard Higgin, scheme the director, has provided, adds to

d YouDo"IntheNameofLove"?

Rialto Theatre Inaugurates Popular Contest; Winners To Get Cash Prizes And Free Theatre Tickets

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Bride

Is Way

takes greating that, be-will present will present ultra-modern he Name of Higgin pro-van's colorful .vtton's inter--classic, "The

ling story of turous romance which imorous, laugh-situations cramnotional appeal action. Superb-sterling cast of featuring the ic lover, Ricardo ravishing film sen, and the in-lain duo, Wallace

ravishing film sen, and the in-lain duo, Wallace and Hatton. the story deals in with the ingenious rt of Cortez to win Nissen. Returning nee after ten years nce after ten years tez discovers that childhood sweettten all about him, art set on marrying that he has first the resource

VV Love"?

For the best letters, embodying the cleverest answers to this fascinating question, the management of the Rialto Theatre offers the following cash awards: 1st prize-\$10; 2nd prize-\$5; 3rd prize-\$3. In addition, the writers of the seven next-best letters will each receive a pair of free tickets to the Rialto Theatre.

Here's the "why"of this contest:

Ever since Adam ate the apple, men and women have done and dared, suffered and sacrificed all in the name of love! History offers several notable examples-Romeo and Juliet, Mark Antony, Samson, Helen of Troy and Josephine. Our own newspapers pile up fresh evidence daily, tending to show that human nature hasn't changed any, and that love is still the all-powerful, motivating force among human beings.

And now this universally appealing theme has peen made the basis of a brilliant Paramount motion picture, entitled appropriately enough, "In the Name of Love," which is coming next week to the Rialto. Read the details of this emificant production in the column on the

Greta Nissen Hailed As Latest Screen Sensation

Opposite Types Featured In "In the Name of Love"

Ricardo Cortez and Greta Nissen, who portray the featured roles in Howard Higgin's initial Paramount production, "In the Name of Love," are a study in contrasts.

No picture made by Paramount within the memory of the Hollywood studio officials has revealed two lead-ing players of such diametrically opposite types.

Miss Nissen, a recent screen discovery, is petite, flaxen-haired, with skin of ivory whiteness, dainty as a bit of Dresden china, and on or off the set buoyant with the spirit of youth.

Cortez, on the other hand, is of the extreme Latin type, with raven black hair, of athletic build, and un-usually reticent during the interval between scenes.

The contrast afforded by Cortez' dark Latin type and Miss Nissen's Norse beauty provides a distinctive appeal in the picture.

"In the Name of Love" is based on Sada Cowan's adaptation of Bul-wer-Lytton's well know stage play, "The Lady of Lyons." It is a stirring ultra-modern romance, set midst the picturesque backgrounds of a provincial French town, with a strong vein of comedy and a notable cast. Wallace Beery and Raymond Hatton share featured honors with Cortez and Miss Nissen.

Just Another Advantage of Being a Screen Star

Credit Greta Nissen, Norse film star, with evolving an original method to dispense with the nuisance of house hunting.

Less than a month after her arrival in Hollywood to start work on her Paramount contract, Miss Nissen decided to abandon hotel life and procure a bungalow for her mother, her younger brother and herself.

Did she go to any of the many realtors of Hollywood to ask their assistance?

She did not.

She marched into the office of Fred Harris, location expert for Paramount and suggested that, inasmuch as Harris had a reputation for finding anything, here was his great chance.

The naive request appealed to Harris and he located a suitable bungalow for Miss Nissen, thus keeping his record for efficiency intact.

Miss Nissen, who is a cinema "dis-

the featured players in Howard Hig-gln's comedy-romance, "In the Name of Love," coming Sunday to the Rialto Theatre. Ricardo Cortez has the leading male role in this sumptu-ous production, with Wallace Beery and Raymond Hatton also prominent-

Auto Racing, Actor's

Driving a racing car, with a super-charger, at an average rate of 110 miles an hour on a board track, is Richard Arlen's idea of a bit of the super-charge rate of 110 miles an hour on a board track, is Richard Arlen's idea of a bit of the super-charge rate of 110 miles an hour on a board track, is Richard Arlen's idea of a bit of the super-charge rate of 110 miles an hour on a board track, is Richard Arlen's idea of a bit of the super-charge rate of 110 miles an hour on a board track, is Richard Arlen's idea of a bit of the super-charge rate of 110 miles an hour on a board track, is Richard Arlen's idea of a bit of the super-charge rate of 110 miles an hour on a board track, is Richard Arlen's idea of a bit of the super-charge rate of 110 miles an hour on a board track, is Richard Arlen's idea of a bit of the super-charge rate of 110 miles and hour on a board track, is Richard Arlen's idea of a bit of the super-charge rate of 110 miles and hour on a board track, is Richard Arlen's idea of a bit of the super-charge rate of 110 miles and hour on a board track, is Richard Arlen's idea of a bit of the super-charge rate of 110 miles and hour on a board track, is Richard Arlen's idea of a bit of the super-charge rate of 110 miles and hour on a board track, is Richard Arlen's idea of a bit of the super-charge rate of 110 miles and hour on a board track, is Richard Arlen's idea of a bit of the super-charge rate of 110 miles and hour on a board track, is Richard Arlen's idea of a bit of the super-charge rate of 110 miles and hour on a board track, is Richard Richar laxation from motion picture activ-

Arlen-no relation to Michael Ar-len, famous fiction writer-was recently signed to a long term contract by Paramount and makes his screen debut in Howard Higgin's produc-tion, "In the Name of Love." He is considered one of the most versatile and promising of the new crop of film "finds."

He is a graduate of the University of Pennsylvania where he won a varsity letter in three major sports. He has also taken honors as a member of the crack hockey team of St. Paul's School.

A particular friend of Tommy Milton, Arlen is planning to engage in at least one race on the coast, if his contract will allow. His recent test

Brilliant Future Predicted for Flaxen-Haired Norse Film Discovery

F Greta Nissen is not, in six months time, numbered among the brightest scintillants of the silver sheet, then scores of well known film players in Hollywood will be forced to admit they are "second guessers."

Miss Nissen is the beautiful Norse girl discovered by Jesse L. Lasky as a wonderful screen possibility while she was playing in the original stage version of "Beggar on Horseback" in New York City. Speaking of this new Paramount actress, Mr. Lasky said:

"In Greta Nissen I believe we have one of the greatest 'finds' the screen has ever had. In the vernacular of the studio, she 'has everything'— beauty, charm, grace, talent, and above all, that personality, that in-dividuality that is so essential to screen success.

"I have seen many stars developed, but I cannot recall one about whose future I was so optimistic as I am about Miss Nissen. If ever there was a genuine example of what the film world calls a 'discovery,' it is Greta Nissen."

And it is a significant fact that every prominent star and director at the Paramount studio in Hollywood has gone on record as agreeing with Mr. Lasky. The fact that she was signed for Howard Higgin's new production, "In the Name of Love" and also for the leading feminine role in "The Wanderer," before she had completed her first picture, Wil-liam de Mille's "Lost—A Wife," is liam de Mille's "Lost—A Wife," is proof positive that the screen has a new sensation.

Incidentally, Miss Nissen is more fortunate than many of the other cinema newcomers, in that she had many years of the finest training in the art of pantomime, the most valuable asset a screen player can possess. From the age of five—she is not yet nineteen—she had the best instructors in the art of terpsichore and pantomime at the Royal Opera in Copenhagen. And it was at the National Theatre in Copenhagen, under the patronage of King Haakon and Queen Maude of Denmark, that she made her debut as a dancing

Native picture-goers will have the opportunity of seeing her at the Rialto next Sunday when "In the Name of Love" begins its local engagement. Ricardo Cortez, Wallace Beery and Raymond Hatton share featured honors with Miss Nissen in

Wanted—Girl With an Hour-Glass Shape

s production:

The above did not appear in any of the "want ad" columns of the daily newspapers. It was a request made by Howard Higgin, Paramount director, to the Lasky casting depart-

The director, who was producing "In the Name of Love," found it important for one of the sequences laid in a provincial French town, to use a girl with a figure reminiscent of the days of the Gibson girl.

According to Higgin, the girl had to be about nineteen or twenty, but the main requisite was a wasp waist. And there was the rub! For the and there was the rub: For the modern girl has discarded the old fashioned whale bone corset. The girlish figure of today is boyish in outline, slim, upright, and practically even from shoulders to hips.

However White shared Higgin's belief that somewhere in Hollywood there was to be found the type of girl they were looking for. The search lasted for several days while the entire casting staff combed the film capital, and at last their efforts

Instead of grave, green with envy. the rough, crude, homely clothes which have identified him in the past, he blossoms out in ultra-modern raiment—cutaway coat, high silk hat, spats, cane, and all the rest—a life size edition of "What the Well Dressed Man Should Wear."

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Ricardo Cortez Triumphs As "Prince" in Love Film

The question, "Is everything fair The question, 'is everything lain in love?" is convincingly answered by Ricardo Cortez in Paramount's absorbing romance, "In the Name of Love," now showing at the Rialto Theatre.
This handsome and fascinating

player shows you what happens when a garage keeper suddenly decides to masquerade as a Prince, in order to win the love of a beautiful girl.

Cortez' impersonation of the bogus member of royalty is the most colorful characterization he has ever portrayed. His is easily the outstanding performance in the picture, although, in all fairness, it must be admitted that the other featured players ac-quit themselves with considerable distinction.

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Raymond Hatton is another ver-

satile character actor who, as a pen-niless Marquis, vies with Beery for the hand of Miss Nissen. The sup-porting cast includes Edythe Chapman, Lillian Leighton and Richard Arlen, all of whom give an excellent

account of themselves.

"In the Name of Love" was pro-duced by Howard Higgin from Sada Cowan's modernized version of Bulwer-Lytton's world famous stage success, "The Lady of Lyons." The plot centers around Cortez, who returns to his native France after several years in America in the hope of finding and marrying Greta Nissen, who had been his boyhead sweetheart

d been his boyhood sweetheart. He has no trouble finding her but considerable difficulty in getting her to marry him. Many exciting and surprising things happen before he wins out, and these form the largest and most thrilling part of the pic-

"In the Name of Love" Has Local Premiere at Rialto

Paramount's widely heralded pho-to-romance, "In the Name of Love," came to town last night, and captured a first night audience at the Rialto Theatre with its refreshing love story, vivid characterizations, flawless direction and artistic excel-

The picture, which is based on Sada Cowan's colorful adaptation of that great love-classic, "The Lady of Lyons," by Bulwer-Lytton, is the finest kind of entertainment in the truest sense of the word.

There is virtually every desirable fan element—a warm, pulsating ro-mance, bright, sparkling comedy, gripping, exciting action, a dazzling display of ultra-modern Paris gowns, luxurious settings, beautiful photography and some out-of-the-ordinary

French backgrounds. In the matter of cast, the most captious critic would have to admit

want his job, come down and take it. But whatever you do, stop bothering me with telephone calls."

That was the rather terse and tothe-point message Higgin received from a noted motion picture director, one day, when his optimism was at its lowest ebb. Did he accept the property boy job? Nay, he grabbed it! The first picture he was assigned to included in the personnel of its cast Raymond Hatton, Lillian Leighton and Edythe Chapman.

Exactly eight years from the date he started on that picture Higgin had the satisfaction of celebrating the anniversary by directing on the same anniversary by directing on the same "lot" the above-named players, who, with Ricardo Cortez, Greta Nissen and Wallace Beery make up the cast of "In the Name of Love." There's poetic justice for you!

During the intervening years Higgin grasped every opportunity that came his way and successively became a production manager and art director. Eventually he formed a

director. Eventually he formed a scenario writing team with Sada Cowan, who, incidentally, is responsible for the adaptation of "In the Name of Love". His final promotion came when he signed a contract with Paramount that made him a fullfledged director.

The moral according to Higgin, who possesses a whimsical sense of humor, is that "what is bound to happen will surely occur", and an odd door or two slammed in one's

face is not sufficient cause for discouragement.

Player Meets Danseuse and Realizes Ambition

Meeting Anna Pavlowa personally and conversing with the famous danseuse constitutes Greta Nissen's happiest experience since coming to Hollywood, according to the lovely Norse film player.

Miss Nissen first attracted atten-tion in this country by her dancing and pantomime work in the original stage production, "Beggar on Horse-back."

During her many years of study at the Royal Opera in Copenhagen, she held Pavlowa as her ideal and looked forward to meeting her some day.

Recently, while the new Paramount actress was making "In the Name of Love" under the direction of Howard Higgin, at the Hollywood studio, Pavlowa played an extended engagement in Los Angeles, and Miss Nissen was an eager and interested patron at every performance. realized her ambition when, through mutual friends, she was introduced to the premier danseuse.

She Loves Danger!

The unmistakable pleasure derived by Greta Nissen from riding a runaway horse was a puzzle to her fel-low players in "In the Name of Love," the de luxe comedy-romance, which Howard Higgin directed for Paramount.

In addition to her histrionic ability, the chief accomplishments of this beautiful Norse girl, who has been hailed as the most important screen "find" in the last twelve months, are

riding and dancing.

Miss Nissen insists that the dangerous sequence, in which she was forced to take a terrific fall over a log, was the most enjoyable in the

In addition to Greta Nissen, the featured players in this production are Ricardo Cortez, Wallace Beery and Raymond Hatton.

petuous lover; Greta Nissen, the sen-sational new screen discovery, fully lives up to the glowing predictions that have been made about her; Wallace Beery, in a comedy role, proves that even a villain may have a sense of humor; and Raymond Hat-ton gives a highly polished perform-

ance as an impoverished nobleman. Briefly, the plot has to do with the efforts of Cortez, Beery and Hatton to marry the wealthy but snobbish Miss Nissen.

The girl, however, is socially ambitious and determined to marry royal title. In sheer desperation, finally, Cortez hits upon the idea of masquerading as a Prince. The ruse, at first successful, develops unlooked for complications which almost lead

to tragic consequences.
"In the Name of Love" marks the directorial debut of Howard Higgin, and he has every reason to feel proud of his initial effort. The story moves along with smoothness and precision. that Howard Higgin, the director, Not for a moment does the interest has chosen wisely. Ricardo Cortez sag, and suspense is admirably mainis an ideal choice as the dynamic, imtained right up to the thrilling close.

A SCENE FROM THE PARAMOUNT

Three-column

10 those worldly-wise, sophisti- Lyons" offers cated souls who claim romance is dead and insist there is no such thing as true love in this modern day and materialistic age, we heartly recommend a visit to the Rialto Theatre where "In the Name of Love," a new and joyous Paramount picture, is now holding forth. For this modern magnificent pic-

turization of Bulwer-Lytton's world-famous stage success, "The Lady of

Masquerades

As Prince to

"In the Name of Love," New

Love Always Finds Way

THE Rialto Theatre takes great pleasure in announcing that, beginning next Sunday, it will present Sunday, it will present Paramount's brilliant, ultra-modern Paramount's color in the Name of Loye, which is "In the Name of Loye," which is "In the

med with tense, emotional appearand vivid, dramatic action. Superbly interpreted by a sterling cast of popular favorites, featuring the popular favorites, reactions of the popular favorites.

ly interpreted by a sterning ly interpreted by a sterning the popular favorites, featuring the screen's most dynamic lover, Ricardo screen's most dynamic limitable comedy-villain duo, Wallace imitable comedy-villain duo, Wallace loery and Raymond Hatton.

The theme of the story deals in refreshing fashion with the ingenious refreshing fashion with the ingenious attempt on the part of Cortez to win attempt on the part of Cortez to win the love of Miss Nissen. Returning to his native France after ten years to his native France after ten years in America, Cortez discovers that heart, has forgotten all about him,

Miss Nissen, his childhood sweetheart, has forgotten all about him,
and has her heart set on marrying
a title. Feeling that he has first
claim on her affections, the resourceful youth decides to trick her into
marriage by masquerading as a

And that's where the complications, comic and dramatic—begin to pile up. Artistically, the production is the last word in lavishness of settings and in the splendor of its mounting. De luxe entertainmen aptly describes "In the Name Love."

And that's where the complications

De Luxe Romance, 110

Win a Bride

twentieth cen daring and re were th ing as fought for the faire" in shin "In the Nar

central charac the handsome and Greta Nii snobbish hei snobbish hei to win Miss N

roduction Mat 3P rious proof that the youth is just as

rceful in love-makknights of old who and of their "ladye suits of armor. of Love" has for its

Ricardo Cortez, as ut penniless lover. , as the lovely but Cortez' scheme en by masquerading

What Would You Do "In the N

Rialto Tl Popular To Get Free

THAT Love"?

For the best est answers to th agement of the ing cash awards 3rd prize-\$3. even next-best of free tickets t

Here's the "

Ever since A nen have done ced all in the veral notable ark Antony, hine. Our ow ence daily, ter sn't changed -powerful, 1 ings.

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Ad for Contest

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Beauty

Newspaper Typ

Beery's Tribute to Art Is Swelled Head

O Art, what sacrifices are made in thy name! Ask Wallace Beery, he knows!

This popular player's latest tribute to Art is a swelled head—and he admits it. But wait a minute, don't iumn at conclusions. This swelled head is of the painful variety and should not be confused with the figurative "swelled head," commonly indulged in by vain, egotistical people.

Beery acquired the megalocephalus (that's what doctors call it) during the filming of a new Paramount picture, "In the Name of Love," directed by Howard Higgin. He was called upon to take a backward fall down a long flight of stairs.

He wanted to take the fall in his own way. He did.

Likewise he misjudged a bit with the net result that his cranium collided with a corner of a post. The bump raised a large lump-presto. a swelled head!

New Cinema ters Preceden Shat

Precedent has the discard by Gr ful Norse screen playing the leading

Paramount's "In ther camera tes on the pic astounding fact th quired practically

Precedent was ed that studio hai when it was learn ed insofar as sh dressers were bar she never allow hands other than her flavor treasure.

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Love," which "In the Name debut of How marks the director nowing at th ard Higgin, is no cardo Cortez Rialto Theatre. ymond Hattor Wallace Beery and are also featured.

ORTEZ GRETA

Three-column

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roduction Mat 3P rious proof that the as a Prince precipitates an amusing youth is just as reeful in love-makand thrilling series of situations. Wallace Beery and Raymond Hatton knights of old who add to the fun as a couple of rejected and of their "ladye suits of armor. of Love" has for its

The action of the story takes place against quaint French backgrounds, Ricardo Cortez, as and this, coupled with the lavish ut penniless lover, scenic investiture Howard Higgin, as the lovely but Cortez' scheme the director, has provided, adds to n by masquerading the beauty of the production.

YouD "IntheName of Love"?

SSEN AND RAYMOND HATTON IN

Rialto Theatre Inaugurates Popular Contest; Winners To Get Cash Prizes And Free Theatre Tickets

- It time to week the VV Love"?

For the best letters, embodying the cleverest answers to this fascinating question, the management of the Rialto Theatre offers the following cash awards: 1st prize-\$10; 2nd prize-\$5; 3rd prize-\$3. In addition, the writers of the seven next-best letters will each receive a pair of free tickets to the Rialto Theatre.

Here's the "why"of this contest:

Ever since Adam ate the apple, men and women have done and dared, suffered and sacrificed all in the name of love! History offers several notable examples-Romeo and Juliet, Mark Antony, Samson, Helen of Troy and Josephine. Our own newspapers pile up fresh evidence daily, tending to show that human nature hasn't changed any, and that love is still the all-powerful, motivating force among human

And now this universally appealing theme has been made the basis of a brilliant Paramount motion picture, entitled appropriately enough, "In the Name of Love," which is coming next week to the Rialto. Read the details of this magnificent production in the column on the left, then sit right down and write your letter, telling what you would do in the name of love.

Letters must be limited to 250 words, and should be mailed in so as to reach the Rialto Theatre not later than Thursday evening. Winners will be announced and prize awards will be made from the stage of the Rialto on the opening night of "In the Name of Love," next Sund Po

Newspaper Type Ad for Contest

dio attaches, for a comb, a brush and a few deft touches of her hands make

"In the Name of Love," which marks the directoral debut of How-ard Higgin, is now showing at the The Rialto Theatre. Ricardo Cortez, Wallace Beery and Raymond Hatton

Screen "Mother" Has New "Son" in Latest Picture

Edythe Chapman, popularly known as "the little mother of screen stars, has another characteristic role in Howard Higgin's production for Paramount, "In the Name of Love," coming to the Rialto on Sunday.

This time she enacts the role of proud parent to Ricardo Cortez. In-cidentally, this is the first time Cortez has had a screen mother.

Miss Chapman, one of the real veterans of the silver sheet, has mothered more than two score of film celebrities, including Gloria Swanson, Bebe Daniels, Thomas Meighan and Richard Dix. She loves to tell of the time she played mother to Theodore Roberts.

"In the Name of Love" is notable for the excellence and quality of its cast. Greta Nissen, the gloriously beautiful Norse girl, for whom wonderful cinema achievements are predicted, plays the leading feminine role opposite Cortez. Other prom-inent featured players are Wallace Beery and Raymond Hatton.

"The Lady of Lyons." It is a stir-ring ultra-modern romance, set midst the picturesque backgrounds of a provincial French town, with a strong vein of comedy and a notable cast. Wallace Beery and Raymond Hatton share featured honors with Cortez and Miss Nissen.

Just Another Advantage of Being a Screen Star

Credit Greta Nissen, beautiful Norse film star, with evolving an original method to dispense with the nuisance of house hunting.

Less than a month after her arrival in Hollywood to start work on her Paramount contract, Miss Nissen decided to abandon hotel life and procure a bungalow for her mother, her younger brother and herself.

Did she go to any of the many realtors of Hollywood to ask their assistance?

She did not.

She marched into the office of Fred Harris, location expert for Paramount and suggested that, inasmuch as Harris had a reputation for finding anything, here was his great

The naive request appealed Harris and he located a suitable bungalow for Miss Nissen, thus keep-ing his record for efficiency intact.

Miss Nissen, who is a cinema "disthe featured players in Howard Higgin's comedy-romance, "In the Name of Love," coming Sunday to the Rialto Theatre. Ricardo Cortez has the leading male role in this sumptuous production, with Wallace Beery and Raymond Hatton also prominently cast.

Auto Racing, Actor's Idea of Relaxation

Driving a racing car, with a super-charger, at an average rate of 110 miles an hour on a board track, is Richard Arlen's idea of a bit of relaxation from motion picture activ-

Arlen—no relation to Michael Ar-len, famous fiction writer—was re-cently signed to a long term contract by Paramount and makes his screen by Paramount and makes his screen debut in Howard Higgin's produc-tion, "In the Name of Love." He is considered one of the most versatile and promising of the new crop of film "finds."

He is a graduate of the University of Pennsylvania where he won a varsity letter in three major sports. He has also taken honors as a member of the crack hockey team of St. Paul's School.

A particular friend of Tommy Milton, Arlen is planning to engage in at least one race on the coast, if his contract will allow. His recent test on the Culver City Speedway indicates his ability to qualify.

The youthful Paramount actor drives one of the inest care in Holly.

drives one of the finest cars in Hollywood, but his mania for speed has prevented Ricardo Cortez, Greta Nissen, Wallace Beery and Raymond Hatton, associate players in "In the Name of Love," from accepting any of his invitations for a drive.

Sartorial Elegance Is Rialto Film Feature

A sartorial treat as well as de luxe entertainment is in store for those native film enthusiasts who visit the Rialto this week. "In the Name of Love," the main feature attraction, is a colorful romance with modern France for its picturesque locale. Howard Higgin directed it for Paramount, and the sterling cast includes Ricardo Cortez, Greta Nissen, Wallace Beery and Raymond Hatton.

That "clothes make the man" is exemplified by Cortez who wears a glittering military uniform with gold braid, medals, epaulets, and cape for his impersonation of the "Prince of Como." Beery and Hatton, as a Como." Beery and Hatton, as a bogus count and a decadent marquis, respectively, are veritable fashion plates.

On the feminine side, Miss Nissen's blonde loveliness is accentuated by fashionable Paris gowns, fashioned especially for her by Travis Banton, famous styles creator. Lillian Leighton, as the newly rich mother of Greta Nissen, and Edythe Chapman, as Cortez' mother, also wear many beautiful gowns, although the raiment of the former is exaggerated in keeping with the type of her role.

All in all, "In the Name of Love" will satisfy the average picture-goer because it appeals to the eye, the heart and the mind!

film world calls a 'discovery,' it is Greta Nissen."

And it is a significant fact that every prominent star and director at the Paramount studio in Hollywood has gone on record as agreeing with Mr. Lasky. The fact that she was signed for Howard Higgin's new production, "In the Name of Love" and also for the leading feminine role in "The Wanderer," before she had completed her first picture, William de Mille's "Lost—A Wife," is proof positive that the screen has a new sensation.

Incidentally, Miss Nissen is more fortunate than many of the other cinema newcomers, in that she had many years of the finest training in the art of pantomime, the most valuable asset a screen player can pos-sess. From the age of five—she is not yet nineteen—she had the best instructors in the art of terpsichore and pantomime at the Royal Opera in Copenhagen. And it was at the in Copenhagen. And it was at the National Theatre in Copenhagen, un-der the patronage of King Haakon and Queen Maude of Denmark, that she made her debut as a dancing star.

Native picture-goers will have the opportunity of seeing her at the Rialto next Sunday when "In the Name of Love" begins its local engagement. Ricardo Cortez, Wallace Beery and Raymond Hatton share featured honors with Miss Nissen in his production

Wanted-Girl With an Hour-Glass Shape

The above did not appear in any of the "want ad" columns of the daily newspapers. It was a request daily newspapers. It was a request made by Howard Higgin, Paramount director, to the Lasky casting department.

"I must have an old fashioned girl —one with a figure like an hour glass," was what Higgin told Tom White, casting chief.

The director, who was producing "In the Name of Love," found it important for one of the sequences laid in a provincial French town, to use a girl with a figure reminiscent of the days of the Gibson girl.

According to Higgin, the girl had to be about nineteen or twenty, but the main requisite was a wasp waist. And there was the rub! For the modern girl has discarded the old fashioned whale bone corset. The girlish figure of today is boyish in outline, slim, upright, and practically even from shoulders to hips.

However White shared Higgin's belief that somewhere in Hollywood there was to be found the type of girl they were looking for. The search lasted for several days while the entire casting staff combed the film capital, and at last their efforts were rewarded—a girl with an hourglass shape was discovered.

"In the Name of Love" is Higgin's initial directorial effort for Paramount. The picture, featuring Ri-cardo Cortez, Greta Nissen, Wallace Beery and Raymond Hatton, opens at the Rialto next Sunday.

Ex-Musical Comedy Star Cast in Paramount Film

"I wonder what's become Toby?"

If that question happens to be asked at any time in musical com-edy or vaudeville circles regarding Toby Claude, diminutive comedienne, whose name in lights was blazoned on Broadway, London, Paris and other places a few years back, Hollywood and the movies can furnish the answer.

Famous as an international com-edienne, Miss Claude is much sought after in pictures, her most recent cinema appearance being in Howard Higgin's Paramount romance, "In the Name of Love."

duction she plays a ver dignified role as a marchioness and makes a most regal looking member of royalty despite her less than five feet in height.

The years have exacted a light toll from Toby Claude, and she is just as dainty and attractive today as she was in the days when she was the

toast of Broadway.
"In the Name of Love" makes its local debut at the Rialto Theatre next Sunday for a three days' run. An all-star cast of favorites, includ-ing Ricardo Cortez, Greta Nissen, Wallace Beery and Raymond Hatton, interpret the principal parts. The story is based on Sada Cowan's modernized version of Bulwer-Lyt-ton's love-classic, "The Lady of Lyons."

New Cinema heauty Shatters Precedent

Precedent has been tumbled into the discard by Greia Nissen, beautiful Norse screen discovery, who is playing the leading feminine role in Paramount's "In the Name of Love."

Her camera tests prior to starting work on the picture, revealed the astounding fact the Miss Nissen required practically to make-up, due

to the ivory whiten as of her skin.

Precedent was again shattered when it was learned that studio hair dressers were barred, insofar as she was concerned, for the never allows hands other than her flaxen tresses.

She even does

She even does the trimming of her bangs, and she is the marvel of stuher hair dressing complete.

are also featured.



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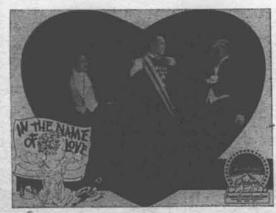
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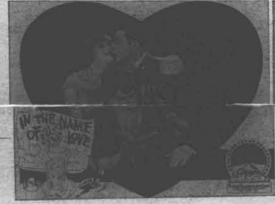






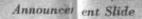








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And now see what happens—
IN THE NAME OF LOVE.

He masqueraded as a millionaire-In the Name of Love.

Dedicated to the sweethearts of the world.





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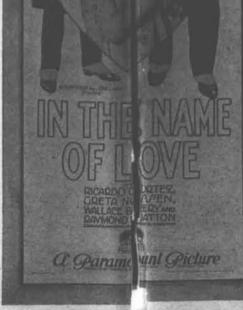
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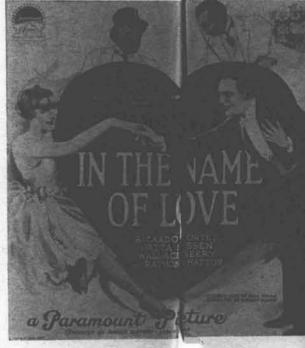


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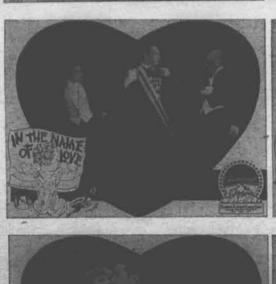
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OF LOVE

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EIGHT COLORED LOBBY CARDS (EACH 11" x 14")

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Samson lost his hair—
Mark Antony lost his empire—
And now see what happens—
IN THE NAME OF LOVE.

He masqueraded as a millionaire—In the Name of Love.

Dedicated to the sweethearts of the world.

See what men and women will do In the Name of Love.

The world's miracles have been wrought In the Name of Love.

Hearts are stirred—crimes are committed—laughter roars out—In the Name of Love.



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IN THE NAME
OF LOVE

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